

AMENDMENTS TO THE CLAIMS

Claims 1 – 28 are Cancelled.

29. (Currently Amended) A computer network based method for determining an advertisement to provide for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page subsequent to a request for the web page by a browser, the method comprising:

receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal specifies: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving through the network an indication of the advertising opportunity; and

in response to receiving the indication:

determining matching proposals having criteria that are satisfied by characteristics of the advertising opportunity; and

determining in a computer one of the particular advertisements to provide for fulfilling the advertising opportunity, wherein the determined particular advertisement corresponds to one of the matching proposals having a highest amount.

30. (Previously Presented) The method of claim 29, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

31. (Currently Amended) The method of claim 29, wherein the amount specified in each proposal is a monetary amount to be paid by an advertiser submitting the proposal [[upon]] for each occurrence of a specific event.

32. (Previously Presented) The method of claim 31, wherein the specific event is a display of the particular advertisement specified in the proposal.

33. (Previously Presented) The method of claim 29, wherein the amount specified in each proposal is a maximum monetary amount specified by an advertiser submitting the proposal for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level ensuring placement of the particular advertisement.

34. (Previously Presented) The method of claim 29, wherein at least one of the proposals comprises multiple proposals for providing a particular advertisement, wherein each of the multiple proposals is associated with criteria for providing the particular advertisement and an amount.

35. (Previously Presented) The method of claim 29, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.

36. (Previously Presented) The method of claim 35, wherein the determined particular advertisement is determined by selection logic.

37. (Previously Presented) The method of claim 29 further comprising: providing the determined particular advertisement for fulfilling the advertising opportunity.

38. (Previously Presented) The method of claim 37, wherein the determined particular advertisement is provided for fulfilling the advertising opportunity using HTTP.

39. (Currently Amended) The method of claim 29, wherein the criteria associated with [[each]] at least one proposal includes at least one characteristic of a viewer utilizing the browser.

40. (Cancelled)

41. (Currently Amended) A computerized method for determining an advertisement from a plurality of advertisements in response to receiving an indication of an advertising opportunity, wherein the advertising opportunity is an opportunity to place advertising content on a web page subsequent to a request for the web page by a browser, the method comprising:

providing an input system for receiving a plurality of proposals ~~from~~ ~~advertisers~~ to advertise on web pages, wherein each proposal is ~~submitted by a particular advertiser and~~ is associated with: a particular advertiser; a particular advertisement; criteria for placing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and a proposal value indicative of beneficial value derivable from the particular advertiser for placing the particular advertisement;

receiving via a computer network an indication of the advertising opportunity; and

in response to receiving the indication:

generating data as a result of determining matching proposals from among [[of]] the plurality of proposals, wherein the matching proposals are associated with criteria that are satisfied by characteristics of the advertising opportunity, and wherein the data includes information of the matching proposals, thereby indicating advertisers bidding to fulfill the advertising opportunity; and

determining in a computer based on the data which one of the particular advertisements corresponds to one of the matching proposals associated with a highest proposal value.

42. (Previously Presented) The method of claim 41, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

43. (Currently Amended) The method of claim 41, wherein the proposal value associated with each proposal is indicative of a monetary amount to be paid by the particular advertiser ~~submitting~~ associated with the proposal [[upon]] for each occurrence of a specific event.

44. (Previously Presented) The method of claim 43, wherein the specific event is a display of the particular advertisement associated with the proposal.

45. (Currently Amended) The method of claim 41, wherein the proposal value associated with each proposal is indicative of a maximum monetary amount specified by the particular advertiser ~~submitting~~ associated with the proposal for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level ensuring placement of the particular advertisement.

46. (Previously Presented) The method of claim 41, wherein at least one of the proposals comprises a plurality of levels, wherein each of the plurality of levels is associated with criteria for providing the particular advertisement and a proposal value.

47. (Previously Presented) The method of claim 41, wherein the proposals are proposed bids, wherein the matching proposals are determined by bidding agents, wherein the data is submitted by the bidding agents to selection logic, and wherein the determined particular advertisement is determined by selection logic.

48. (Currently Amended) The method of claim 41, wherein the criteria associated with [[each]] at least one proposal includes at least one characteristic of a viewer utilizing the browser.

49. (Currently Amended) A computerized method for determining an advertisement from among a plurality of advertisements in response to an advertising opportunity, wherein the advertising opportunity is an opportunity to ~~advertise~~ place the advertisement on a web page subsequent to a request for the web page by a viewer utilizing a browser, the computerized method comprising:

receiving in a computer network an indication of the advertising opportunity; and

in response to receiving the indication:

selecting in a computer ~~a proposal~~ the advertisement from among a plurality of ~~proposals submitted by~~ advertisements associated with advertisers ~~desiring~~ bidding in real time to fulfill the advertising opportunity, ~~wherein each of the plurality of proposals is associated~~

~~with: a particular advertiser; a particular advertisement; and an amount, and wherein the selected proposal is associated with a highest amount.~~

50. (Previously Presented) The method of claim 49 wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

51. (Cancelled).

52. (Cancelled).

53. (Cancelled).

54. (Currently Amended) A method for determining an advertisement from a plurality of advertisements to provide for fulfilling an advertising opportunity in response to receiving an indication of ~~[[an]]~~ the advertising opportunity, wherein the advertising opportunity is an opportunity to ~~advertise~~ place the advertisement on a web page subsequent to a request for the web page by a browser, the method comprising:

receiving in an input system a plurality of proposals ~~from advertisers to~~ advertise on web pages, wherein each proposal ~~is submitted by a particular advertiser and~~ is associated with: a particular advertiser; a particular advertisement; criteria for placing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving in a computer network an indication of the advertising opportunity; and

in response to receiving the indication:
generating data as a result of determining matching proposals from among [[of]] the plurality of proposals, wherein the matching proposals are associated with criteria that are satisfied by characteristics of the advertising opportunity, and wherein the data includes information of the matching proposals, whereby the data indicates advertisers bidding for placement of the advertising opportunity ; and determining in a computer based on the data ~~which one of the particular advertisements~~ the advertisement to provide for fulfilling the advertising opportunity. ~~corresponds to one of the matching proposals associated with a highest amount.~~

55. (Previously Presented) The method of claim 54, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

56. (Currently Amended) The method of claim 54, wherein the amount associated with each proposal is indicative of a monetary amount to be paid by the particular advertiser ~~submitting~~ associated with the proposal [[upon]] for each occurrence of a specific event.

57. (Previously Presented) The method of claim 56, wherein the specific event is a display of the particular advertisement associated with the proposal.

58. (Currently Amended) The method of claim 54, wherein the amount associated with each proposal is indicative of a maximum monetary amount specified by the particular advertiser ~~submitting~~ associated with the proposal for

competing for placement of the particular advertisement, wherein an actual amount is minimized to a level ensuring placement of the particular advertisement.

59. (Previously Presented) The method of claim 54, wherein at least one of the proposals comprises a plurality of levels, wherein each of the plurality of levels is associated with criteria for providing the particular advertisement and an amount.

60. (Currently Amended) The method of claim 54, wherein the proposals are proposed bids, wherein the matching proposals are determined by bidding agents, wherein the data is submitted by the bidding agents to selection logic, and wherein the determined [[particular]] advertisement is determined by selection logic.

61. (Currently Amended) The method of claim 54, wherein the criteria associated with [[each]] at least one proposal includes at least one characteristic of a viewer utilizing the browser.